WHAT IS CLAIMED IS:

1. An absorbent article having an upper surface, a lower surface and a periphery, comprising:

   a topsheet having a bottom surface and a viewing surface positioned opposite to the bottom surface, the viewing surface facing upwardly towards the upper surface of the absorbent article;

   a backsheet having a garment facing surface and a user facing surface positioned oppositely to the garment facing surface, the backsheet being joined to the topsheet;

   an absorbent core having a top surface and a bottom surface positioned opposite to the top surface, the absorbent core being positioned between the topsheet and the backsheet; and

   the absorbent core printed thereon a colored portion, the colored portion viewable from the viewing surface of the topsheet, the colored portion having a first shade and a second shade, the first shade being positioned substantially within the second shade, the second shade being different from the first shade, the shades operating to create a perception of depth within the absorbent article by a user looking upon the viewing surface of the topsheet.

2. The absorbent article of Claim 1 wherein the first shade of the color is darker than the second shade of the color.

3. The absorbent article of Claim 1 wherein the color of the first shade and the second shade of the colored portion and a non-colored portion are measured by a Hunter Reflectance Meter test according to the colors' L, a, and b values, the L, a, and b values being measured from the viewing surface of the topsheet inboard of the absorbent article's periphery.

4. The absorbent article of Claim 3 wherein the color differences between the colored portion and the non-colored portion are measured at a first point, a second point, and a third point on the viewing surface of the topsheet inboard of the periphery of the absorbent article, the first point being measured within the first shade, the second point being measured within the second shade, and the third point being measured within the non-colored portion of the absorbent article, the color differences being calculated using the L, a, and b values by the formula $\Delta E = [(L^*_X - L^*_Y)^2 + (a^*_X - a^*_Y)^2 + (b^*_X - b^*_Y)^2]^{1/2}$.

5. The absorbent article of Claim 4 wherein the difference in color between the first shade and the second shade is at least 3.5.

6. The absorbent article of Claim 4 wherein the difference in color between the first shade and the non-colored portion is at least 6.

7. The absorbent article of Claim 4 wherein the difference in color between the second shade and the non-colored portion is at least 3.5.

8. The absorbent article of Claim 1 wherein the size of the colored portion ranges from about 5% to about 98% of the viewing surface of the topsheet.

9. The absorbent article of Claim 1 wherein the first shade of the colored portion is positioned substantially centrally in relation to the second shade of the colored portion.

10. An absorbent article having an upper surface, a lower surface and a periphery, comprising:

a topsheet having a bottom surface and a viewing surface positioned opposite to the bottom surface, the viewing surface facing upwardly towards the upper surface of the absorbent article;

a backsheet having a garment facing surface and a user facing surface positioned oppositely to the garment facing surface, the backsheet being joined to the topsheet;

an absorbent core having a top surface and a bottom surface positioned opposite to the top surface, the absorbent core being positioned between the topsheet and the backsheet; and

the topsheet having printed thereon a colored portion, the colored portion viewable from the viewing surface of the topsheet, the colored portion having a first shade and a second shade, the first shade being positioned substantially within the second shade, the second shade being different from the first shade, the shades operating to create a perception of depth within the absorbent article by a user looking upon the viewing surface of the topsheet.

11. The absorbent article of Claim 10 wherein the first shade of the color is darker than the second shade of the color.

12. The absorbent article of Claim 10 wherein the color of the first shade and the second shade of the colored portion and a non-colored portion are measured by a Hunter Reflectance Meter

test according to the colors' L, a, and b values, the L, a, and b values being measured from the viewing surface of the topsheet inboard of the absorbent article's periphery.

13. The absorbent article of Claim 12 wherein the color differences between the colored portion and the non-colored portion are measured at a first point, a second point, and a third point on the viewing surface of the topsheet inboard of the periphery of the absorbent article, the first point being measured within the first shade, the second point being measured within the second shade, and the third point being measured within the non-colored portion of the absorbent article, the color differences being calculated using the L, a, and b values by the formula $\Delta E = [(L^*_X - L^*_Y)^2 + (a^*_X - a^*_Y)^2 + (b^*_X - b^*_Y)^2]^{1/2}$.

14. The absorbent article of Claim 13 wherein the difference in color between the first shade and the second shade is at least 3.5.

15. The absorbent article of Claim 14 wherein the difference in color between the first shade and the non-colored portion is at least 6.The absorbent article of Claim 1 wherein the topsheet comprises a formed film and a nonwoven.

16. An absorbent article having an upper surface, a lower surface and a periphery, comprising:

a topsheet having a bottom surface and a viewing surface positioned opposite to the bottom surface, the viewing surface facing upwardly towards the upper surface of the absorbent article;

a backsheet having a garment facing surface and a user facing surface positioned oppositely to the garment facing surface, the backsheet being joined to the topsheet;

an absorbent core having a top surface and a bottom surface positioned opposite to the top surface, the absorbent core being positioned between the topsheet and the backsheet; and

the topsheet and absorbent core having printed thereon a colored portion, the colored portion viewable from the viewing surface of the topsheet, the colored portion of either the topsheet or the absorbent core having a first shade and the colored portion of either the other of the topsheet or the absorbent core having a second shade, the first shade being positioned substantially within the second shade, the second shade being different from the first shade, the shades operating to create a perception of depth within the absorbent article by a user looking upon the viewing surface of the topsheet.

17. The absorbent article of Claim 16 wherein the first shade of the color is darker than the second shade of the color.

18. The absorbent article of Claim 16 wherein the color of the first shade and the second shade of the colored portion and a non-colored portion are measured by a Hunter Reflectance Meter test according to the colors' L, a, and b values, the L, a, and b values being measured from the viewing surface of the topsheet inboard of the absorbent article's periphery.

19. The absorbent article of Claim 18 wherein the color differences between the colored portion and the non-colored portion are measured at a first point, a second point, and a third point on the viewing surface of the topsheet inboard of the periphery of the absorbent article, the first point being measured within the first shade, the second point being measured within the second shade, and the third point being measured within the non-colored portion of the absorbent article, the color differences being calculated using the L, a, and b values by the formula $\Delta E = [(L^*_X - L^*_Y)^2 + (a^*_X - a^*_Y)^2 + (b^*_X - b^*_Y)^2]^{1/2}$.

20. The absorbent article of Claim 19 wherein the difference in color between the first shade and the second shade is at least 3.5.